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THE MAGAZINE FOR MAGAZINE MANAGEMENT

The Folio:Show Planning Guide

Overlooked opportunity: International licensing for special interest magazines

Making your point with charts and graphs

Verification by phone: Two views

Pagination software: The revolution begins

Bob Guccione—another controversy

OCTOBER 1984 VOL. 13 NO. 10

Folio:

THE MAGAZINE FOR MAGAZINE MANAGEMENT

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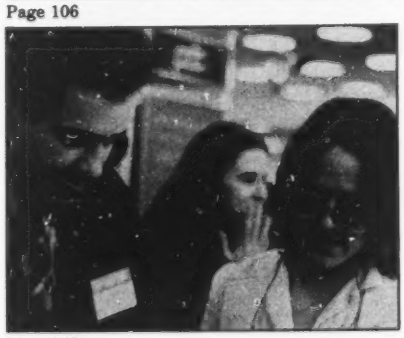

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are already forcing publishers in the United States to print their magazines out of the country. Massimino added that he has been trying, without success so far, to form a task force of publishers, printers, and printing union representatives that could lobby in Washington, D.C., to keep international rates down.

Terminal dues make up the money a nation's postal system pays a second nation's system if the first country sends more mail by weight to the second country than it receives. Currently, the USPS pays countries receiving its mail about 83 cents for each surplus pound. If monetary exchange rates were to remain unchanged after the increase in the terminal dues, the USPS would pay about $1.20 for each surplus pound.

Edward McCaffrey, assistant postmaster general for the rates and classifications department at USPS, said in an interview that compared with the previous increase in the dues, the 45 percent hike "is not too bad." The Universal Postal Union, which meets every five years, increased the terminal dues by 267 percent at its 1979 conference.

McCaffrey said the latest hike in the dues will not be reflected in the rate increases for international mail the USPS expects to put into effect in the spring of 1985. It won't be until the fall of 1985, he said, that the postal service will decide whether the increased terminal dues warrant another rate increase or whether the postal service can absorb the dues hike, at least temporarily.

Currently, the postal service annually pays about $100 million in terminal dues, about 8 percent to 10 percent of the USPS' total cost of handling international mail.

The USPS-supported resolution that failed at Hamburg would have split international mail into one class for smaller pieces, such as letters, and a second class for larger pieces, such as magazines and books. The second class would have been assigned lower per-pound terminal fees to reflect the lower cost per pound of delivering such mail.

McCaffrey said that, despite the support of nine net mail exporters (countries that export more mail by weight than they receive from foreign countries) and a few of the net importers (countries that import more mail than they export), most of the net importers voted against the measure and it was defeated.

About 150 countries participate in the conferences. Net exporters tend to include the developed nations whereas net importers tend to be third world nations that lack large publishing industries.

The United States has a separate agreement to cover its surplus mail sent to Canada. The United States and Great Britain, which have mail balances that vary year by year, have agreed not to charge each other terminal dues.

Lineal commented that the proposal to split mail into two classes was a good idea.

BPA says no newsstand sales are qualified

New York City—An amendment of a Business Publications Audit of Circulation (BPA) rule voted on by the BPA board of directors excludes all newsstand sales by its business publication members from qualified circulation, explained Maxx MacConnachie, vice president and general manager.

The change is really a "clarification," MacConnachie said, of a former rule in which BPA allowed selected newsstand sales to be considered qualified circulation. It was recommended to the board by BPA's Media Managers Advisory Committee, a group of 15 media planners.

"The newsstand is the primary device for consumer magazines to get into the marketplace," MacConnachie explains, but for business magazines that are creating a medium for specific business people, qualified circulation has to be either paid subscriptions or controlled circulation going to specially

15 magazines overstate circulation

Magazine	Audit period	Total paid (publisher's statements)	Total paid (audit report)	Difference	Percentage difference
United States					
Four Wheeler	6/30/83	113,372	109,352	-4,020	-3.55
Genesis	6/30/83	281,993	273,720	-8,273	-2.93
**Heavy Metal*	6/30/83	204,158	194,751	-9,407	-4.61
Hit Parader and *Song Hits* Combination	6/30/83	196,965	190,564	-6,401	-3.25
Iron Horse	6/30/83	151,506	145,375	-6,131	-4.05
Muscle & Fitness	12/31/82	283,327	275,738	-7,589	-2.68
National Lampoon	6/30/83	453,681	427,645	-26,036	-5.74
Oregon Magazine	12/31/83	25,761	25,020	-741	-2.88
Palm Beach Life	12/31/83	14,602	14,216	-386	-2.64
Shape	12/31/82	216,001	204,012	-11,989	-5.55
Soap Opera Digest	12/31/82	624,229	598,034	-26,195	-4.20
Soldier of Fortune	12/31/82	204,296	198,536	-5,760	-2.82
Southern Outdoors	6/30/83	205,714	200,023	-5,691	-2.77
Wisconsin Sportsman	6/30/83	75,504	73,603	-1,901	-2.52
Canada					
Pacific Yachting	6/30/83	18,348	17,416	-932	-5.08
United States					
American Handgunner	12/31/83	119,746	122,645	+2,899	+2.42
Horticulture: The Magazine of American Gardening	12/31/82	103,705	116,036	+12,331	+11.89

*Resignation Audit.

Fifteen of the 138 magazines whose Audit Bureau of Circulations (ABC) audit reports were released during the second quarter of 1984 were found to have overestimated their circulation by 2 percent or more, according to ABC officials.

The listing compares ABC magazine audits with publishers' statements and marks instances where the difference is at least 2 percent either way.

Three magazines were found to have overestimated their circulations by more than 5 percent: *National Lampoon* overestimated by 5.74 percent, *Shape* by 5.55 percent and the Canadian magazine *Pacific Yachting* by 5.08 percent.

ABC found that two publications underestimated their circulations by more than 2 percent. *Horticulture: The Magazine of American Gardening* underestimated its circulation by 11.89 percent and *American Handgunner* by 2.42 percent.

of magazines unloaded at the trains.

At press time, USPS had not yet arrived at a formal procedure for *The New Republic*, but postal officials said they were sure something would be worked out.

Meanwhile, Phillips said, bringing the magazines to the trains has allowed subscribers in the West to get the magazine on Monday or Tuesday after the date of publication, or two to six days earlier than when the magazines were simply mailed from the post office. Subscribers in the New York City suburbs get their copies on the Saturday after publication and subscribers in New York City itself on the Monday after publication—again improvements over the past service.

The arrangement also doesn't entail any extra work for *The New Republic*'s printer, because the magazines were sorted by region even in the past when they were taken to the post office. Also, the train station is next door to the post office, so the trip there is the same distance for the trucks to travel.

Phillips said the arrangement actually saves handling effort for the postal service.

Charles Pace, a postal consultant, said that in the late 1960s when he was working with *The Wall Street Journal*, meeting the train was popular with daily and weekly publications, but in recent years the practice seems to have largely disappeared as trains became a less popular means of transportation.

Postal officials commented that *The New Republic*'s arrangement is similar to the USPS' "plant load" service, where postal service trucks go to the mailers' plant so they can be loaded with outgoing mail. Postal officials also commented that because the arrangements are worked out by local post offices and local mailers, they could not tell how many such arrangements were in existence.

Magazines ignore their own medium when buying promotional ads

New York City—Magazine publishers have their salesmen pounding on prospects' doors to sell ad space and the Magazine Publishers Association touting the effectiveness of magazines as ad vehicles, but one direct marketing executive notes that these same publishers don't heed the message they are preaching to others when it comes to circulation promotion.

"It's ironic that the people who don't use print advertising are the publishers," said Peter Gelb, executive vice president of the New York-based direct marketing firm of Bloom & Gelb, at a recent workshop sponsored by the Cir-

49% of 'time-value' publications delivered late

Publication delivery box score: Weekly 'time-value' publications January-June 1984

Market area monitored	On time	One day late	Later
Composite average	**51%**	**29%**	**20%**
Atlanta	54	31	15
Austin/San Antonio	49	32	19
Baltimore	35	35	30
Boston	40	36	24
Buffalo	64	30	6
Chicago	56	31	13
Cincinnati	51	27	22
Cleveland	38	40	22
Columbus, Ohio	75	13	12
Dallas	49	30	21
Denver	27	36	37
Detroit	68	25	7
Grand Rapids	78	18	4
Greensboro	45	24	31
Hartford	59	24	17
Houston	25	41	34
Indianapolis	60	16	24
Kansas City, Mo.	54	31	15
Los Angeles	53	26	21
Memphis	59	30	11
Miami	48	35	17
Milwaukee	63	28	9
Minneapolis	61	27	12
Nashville	56	32	12
New Orleans	18	20	62
New York City	61	26	13
Philadelphia	42	36	22
Phoenix	44	22	34
Pittsburgh	53	34	13
Portland, Ore.	41	29	30
Reno	42	36	22
St. Louis	57	27	16
Salt Lake City	20	31	49
San Diego	69	19	12
San Francisco	54	23	23
Seattle	49	16	35
Tampa	45	36	19
Tulsa	56	25	19
Washington, D.C.	63	22	15
Wichita	69	20	11

*Including other U.S. cities and SCFs not listed.
Data based on experience of 27 weekly business and consumer publications accounting for 1,500,000 copies in the mail each week and predicated on delivery as newspapers. Most publications monitored maintain multiple additional entries and air freight to post office of entry.
SOURCE: RED TAG NEWS PUBLICATIONS ASSOCIATION, INC.

During the first six months of 1984, 51 percent of weekly "time-value" publications were delivered on time. This is the same percentage as was delivered on time during the last six months of 1983 and 2 percentage points less than the 53 percent of monitored publications that were delivered on time during the first six months of 1983.

Of the major cities listed, the best on-time delivery records for the first six months of 1984 were reported in Grand Rapids (78 percent), Columbus (75 percent) and San Diego (69 percent). Cities listed with the lowest percentages of on-time delivery were New Orleans (18 percent), Salt Lake City (20 percent) and Houston (25 percent).

Compared with the second half of 1983, 17 of the cities listed experienced an increase in on-time delivery.

57% of ordinary second class publications delivered late

Publication delivery box score: Ordinary second class and controlled circulation publications April-June 1984

City	Better than USPS service standard	Service standard	1-3 days late	4-6 days late	7-10 days late	Later
Composite average*	**23%**	**20%**	**31%**	**14%**	**8%**	**4%**
Boston (Area 021)	25	22	28	10	9	6
Boston (Area 022)	11	22	56	11	0	0
New York (Area 100)	5	19	29	20	21	6
Buffalo	25	18	37	14	2	4
Pittsburgh	10	8	43	22	10	7
Philadelphia	10	9	40	21	16	4
Washington, D.C.	18	41	28	7	3	3
Atlanta	23	18	28	11	14	6
Miami	56	27	9	7	1	0
Memphis	25	1	40	19	6	9
Cincinnati	24	21	38	9	3	5
Detroit	22	15	30	18	10	5
Milwaukee	27	15	34	15	9	0
Minneapolis	34	30	25	7	4	0
Chicago	19	25	35	11	4	6
New Orleans	21	10	48	10	3	8
Dallas	29	30	18	11	10	2
Houston (Area 770)	35	15	35	13	2	0
Denver	18	11	39	22	5	5
Salt Lake City	26	3	29	13	10	19
Los Angeles	30	26	26	12	2	4
San Francisco	49	17	14	9	10	1
Seattle	32	10	31	10	10	7

*INCLUDING OTHER U.S. CITIES AND SCFS NOT LISTED

SOURCE: RED TAG NEWS PUBLICATIONS ASSOCIATION, INC.

Service improved by 9 percentage points overall for ordinary second class publications in the second quarter of 1984 compared with the first quarter of the year. For all cities monitored, the combined percentage of publications delivered on time (service standard) or sooner (better than service standard) was 43 percent in the second quarter compared with 34 percent in the previous quarter.

culation Council of the Direct Marketing Association Inc.

Sharing the podium with Suzanne Ghosh, a vice president and account supervisor at Bloom & Gelb, during a session on how to use print, radio and television in circulation campaigns, Gelb pointed to two reasons why magazines didn't use print when they were trying to generate subscriptions. He said the cost per thousand readers is often so high in magazines that the magazine seeking subscriptions is priced out of the market. Also, he said, print media buying requires special expertise not always found in most magazine circulation departments.

However, by using print for subscription ads, Gelb said, publishers can take advantage of highly segmented markets, the built-in response vehicle of coupons and a pay-up rate often better than that of direct mail—the same advantages publishers tout to those outside the business.

Some magazines run ads in other publications by trading space, but Gelb said this often runs into problems. Sometimes the magazine that is willing to trade space is not the best publication for the ad, he noted. Also, the ads used are often former house ads that were not well done originally.

Gelb advised that when a magazine creates a house ad, it should be done with the same care as if it were going to run in another publication. This pays off, Gelb pointed out, because someday it may indeed be lifted and put in another magazine. Also, even if the ad appears only in the magazine's own book, it still has to sell a relatively tough audience.

"You're not going after your loyal 20-year readers, but after pass-along and single-copy readers," Gelb asserted.

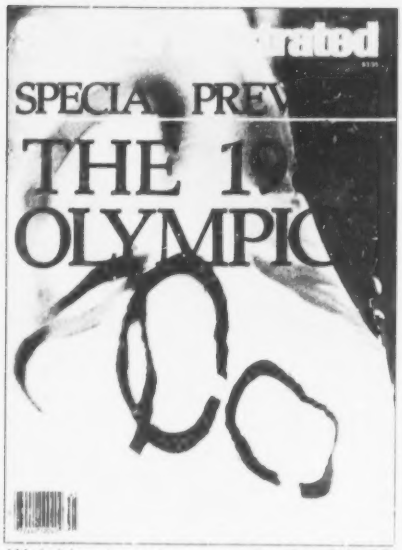
Use of premiums 'getting crazy'

(Continued from page 22)

television and radio news, *Time* is giving away radios as premiums. The radios neither relate to nor remind the reader of the magazine.

The *Newsweek* executive said *Money* (another Time Inc. publication) had the right idea when it gave out booklets on personal money management. One of the premiums on subscriptions *Newsweek* is currently offering is a checkbook holder with a built-in minicalculator bearing the *Newsweek* logo.

Asked after his talk if the premium related to the magazine, Bergman confessed that *Newsweek* has also been guilty of having premiums that don't relate to its product. He added that it's hard to reform quickly when there are competitive pressures.



Weighing in at two pounds, the July 18 issue had 540 pages--about half ads.

to paying $46,110 for a black-and-white page and $71,935 for four-color, the advertisers had to purchase a VIP package at $17,000 a page, which entitled each of them to have eight guests at the Olympic Games in Los Angeles for four days and three nights. They did have to pay their own transportation costs, but were picked up at the airport.

The previous high revenue figure for a single issue, according to Thomas J. Hickey Jr., advertising sales manager, was the $14,716,516 produced by the November 1982 issue of *Reader's Digest*. This number was confirmed within $35 by Publishers Advertising Reports. However, the $23,717,359 revenue figure for *Sports Illustrated* could not be confirmed, as Publishers Advertising Reports had not yet verified it for the Publishers Information Bureau. Nevertheless, *Sports Illustrated* used the $24-million figure in an ad that was PIB-footnoted.

Coen sees a 15% rise in magazine ad revenue in '84; MPA sees more

New York City—Madison Avenue media maven Robert J. Coen stepped back in mid-year for his second look at the economy and the advertising business and found things even better than he had last December. He upped his forecast on the increase in magazine ad revenues for 1984 from 14 percent to 15 percent, for a total of $4.85 billion.

Coen, a senior vice president of McCann-Erickson, said that as a result of the improved economy, even trade publication volume "is finally beginning to turn upward."

When asked about the Coen prediction, Marianne Howatson, senior vice president of the Magazine Publishers Association, said she thought the figure was low, and that the increase would be 16 percent to 17 percent, and maybe more. And she sees an 8 percent to 9 percent gain in pages for the year.

Coen made his prediction at his semi-annual briefing for investment analysts, and told them that total advertising expenditures in the United States this year would be more than $87 billion, a gain of 14.9 percent over 1983. His earlier estimate of the increase had been 13.8 percent.

"The improving economy and pent-up consumer demand," he said, "combined with the extra added election and Olympic stimuli, will make 1984 an outstanding year for the adver-

Revised advertising outlook for 1984

	% over 1983	($000,000)
Magazines	+15.0	$4,850
National newspapers	+10.0	3,010
Network television	+16.0	8,125
Spot television	+13.5	5,445
Cable TV	+20.0	385
Radio	+15.0	1,530
Direct mail	+14.0	13,480
Other national	+13.0	11,665
Total national	+14.0	48,490
Total local	+15.9	38,630
Grand total	+14.9	$87,120

Source: Robert J. Coen, McCann-Erickson

Expectations for magazine ad revenue growth in 1984 increased from 14 percent to 15 percent above 1983 when Robert J. Coen, senior vice president of McCann-Erickson, did his mid-year forecast for the media. His first forecast was made in December 1983. Ad sales for all media are now expected to be 14.9 percent greater than last year, versus 13.8 percent originally predicted.

Product category changes
Media expenditures
First quarter 1984 vs. first quarter 1983

	Net TV	Spot TV	Magazines	Total 3 media*
Foods	+27%	+6%	+8%	+17%
Toiletries	+6	—3	+27	+8
Automobiles	0	+46	+24	+19
Drugs/remedies	+13	+27	+18	+15
Cleaners/waxes	+9	—17	+41	+2
Candy/soft drinks	+17	+3	+39	+12
Restaurants	+45	+23	—20	+29
Cigarettes	—	—	—8	—8
Apparel	+44	+21	+35	+36
Beer	+6	0	—39	+2
Pet foods	+39	+12	+31	+27
Insurance	+2	+19	—3	+6
Liquor	—	—	—8	—8
Utilities and communications	+104	+58	+55	+78
Home electronics	—60	—57	+38	—49
Airlines	+54	+37	—17	+30
HH furnishings	+24	+6	+11	+11
Major appliances	+25	+33	+63	+37
Records/tapes	+386	0	+332	+44
Resorts/tours	—17	+51	+25	+25
Computers	+33	—6	+68	+40

Source: Robert J. Coen, McCann-Erickson

*Figures represent weighted averages of total expenditures in the three media.

"National advertising budget increases have been strong across most product categories," Coen said, "with computers, automobiles and other high-ticket and discretionary products returning to heavier promotion schedules."

tising industry in the United States." He said national advertising budget increases have been strong for most product categories, with computers, automobiles and a number of other high-ticket and discretionary products returning to heavier promotion schedules.

Coen noted that the largest gains over 1983 were being posted by local retailers and classified advertisers. "After years of sluggish sales levels," he said, "retailers are enjoying significantly improved sales performance and they are optimistic about the future. Linage for classified, real estate, help wanted and automotive categories have been recovering for months, but additional expansion is foreseeable for the rest of this year and into 1985."

The forecaster said that the climate of business optimism dictates that momentum alone will contribute to another very good year for the advertising industry in 1985. "Advertising growth," he said, "will be significantly better than economic growth in 1985."

In addition to the 15 percent growth in magazines, Coen predicted a 10 percent growth in national newspapers, 16 percent for national television, 13.5 percent for spot TV, 20 percent for cable TV, 15 percent for spot and network radio, 14 percent for direct mail and 13 percent for other national media (trade, outdoor, etc.).

Reporting also on advertising trends and expectations for other major countries around the world, Coen said, that "after a number of years of sluggish ad growth in many countries, a significant degree of improvement now appears to be developing." For the rest of the world, he sees a 1984 increase of 8 percent, to a total of $66.5 billion, and an additional 10 percent growth next year, to $73.3 billion.

Gralla raises rates in June, during 'quiet time' of year

New York City—Although most advertisers place their print advertising schedules based on a calendar year, Gralla Publications likes to make its rate adjustments effective at mid-year, giving advertisers plenty of time to absorb the new rates in their planning process, according to Lawrence Gralla, president of the trade publishing company.

Some advertising rate experts agree that earlier is better, but question the benefit of making rate changes out of kilter with standard advertising contracts.

Of Gralla's sixteen national business magazines, nine, including most of the company's larger ones, are on a June 1 rate adjustment cycle, Gralla said. Those nine magazines were for the most part launched by Gralla Publications. The remaining seven are magazines that the publisher acquired, which usually had a January 1 rate adjustment cycle already in place and were left that way.

"By timing this rate increase for June 1 on the majority of our magazines, we simply get the rate adjustment onto the books at a quiet time of year, when most advertisers have their programs in progress," Gralla explains. "They can examine the new rate during the summer and fall, before making commitments for the next calendar year."

Publishers of both consumer and trade magazines generally announce January rate increases in mid- to late summer, so that advertising schedules commencing after January 1 fall under the new rates. Under Gralla's system, advertisers who place a schedule before the June 1 effective date are protected from the rate increase for the life of the contract. An increase announced for June 1984, for example, will not affect most advertisers until January 1985, when they place a new advertising schedule for calendar 1985.

David Orlow, a magazine consultant specializing in advertising rates, said he saw pros and cons to Gralla's system. "I don't think it's particularly strong to have a rate increase and say

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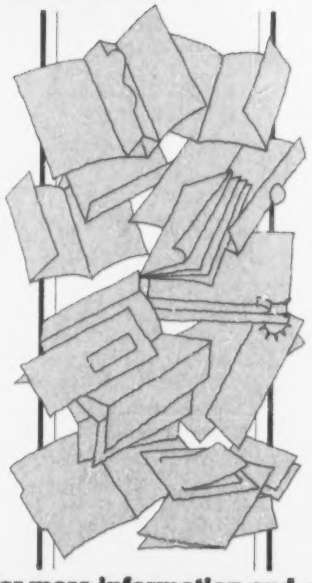

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'You won't have to pay it for six months,'" he says. It is good to give advertisers plenty of time to incorporate higher rates into their budgeting process and it may be good psychologically to "sneak a rate increase through when no one is looking," he adds, but "the price Gralla's paying is that it doesn't see much of the increase that year" because of the protection, Orlow says.

Consultant Dave Hagenbuch emphasized that, although the rate timing is "just a difference in publishing and rate philosophy," it may matter little, because most advertisers "don't buy space on the basis of rates."

"It is not our practice to use the forthcoming rate announcement as a sales tool," Gralla agrees. "That is, most of our sales staff . . . are not in the practice of urging advertisers to make advance commitments to 'beat the rate increase.' Our sales staff concentrates on the values in the magazine, market and audience," he says.

Ad reproduction no. 1 qualitative factor in advertisers' mag choice

New Canaan, Conn.—Cost efficiencies of comparable magazines being equal, the reproduction quality of advertisements in magazines is rated by corporate ad directors as the number one factor influencing their decisions to buy space in particular magazines.

This finding is the result of a survey of 190 senior marketing executives of top advertiser companies conducted by the Media Products Division of the Folio Publishing Corporation. The executives were asked to rank 47 different qualitative, non-cost factors affecting their buying decision by "Most Often Considered" and "Most Important."

Following ad reproduction quality in the top-10 list of most important factors are facing editorial, audited circulation, availability of syndicated audience research, opinion/recommendation of ad agency, underdelivery of rate base, audience duplication with other publications, separation from competitors, whether the publication is new or established and far-forward positioning.

The five factors considered least important are editorial awards won, custom-printing services, publication's political viewpoint, specific columnists and total pages an issue.

The results of the survey are contained in the premier edition of *The Folio:AdGuide*, a detailed analysis of 1983 magazine advertising by product category.

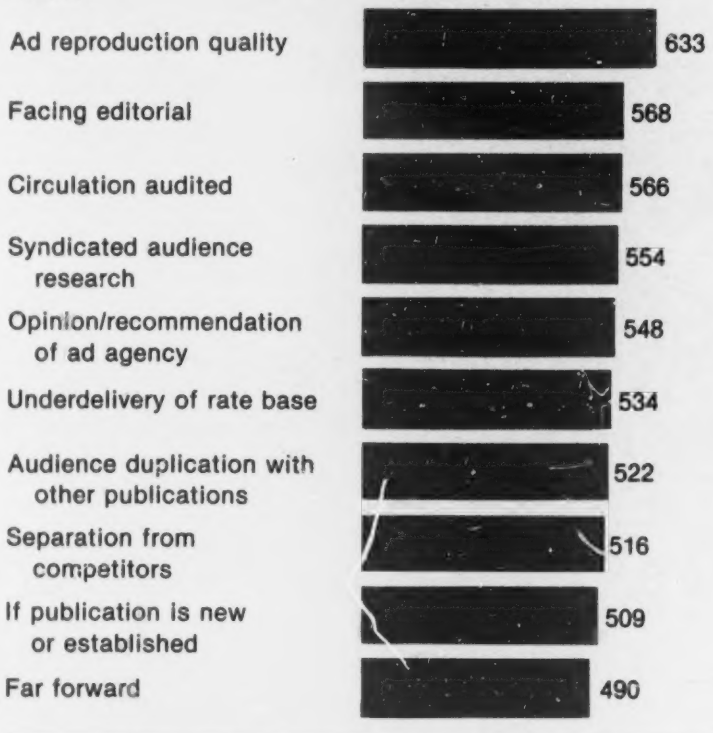
Responses varied when broken down into each of the 15 product categories represented in the *AdGuide*. The opinion/recommendation of ad agency, for instance, is considered the most important factor by advertisers in the personal computer, liquor and automotive categories.

Advertisers in the apparel and accessories area pay more attention to visible positioning of ads in and around pertinent editorial material, the survey shows, with circulation/readership factors also making a strong showing.

In the beer and wine category, ad reproduction quality heads the list of most-often considered factors, followed by ad positioning and audience research. In the food category, audience documentation and ad positioning dominate the thoughts of advertisers. And in the household goods and equipment category, it's frequency of publication that's important.

10 most important non-cost factors cited by advertisers in magazine selection

Highest possible score = 760



5 most important non-cost factors cited by advertisers in magazine selection

Highest possible score = 760